

dialog

Y2K.17 April 14, 2000

MAIN
THE SQUEEZE

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Hey good lookin', what's cookin'?



An unidentified SA employee chows down.



SA staff look on as Jimmy provides a lesson in the fine art of hot dog cookery at the April 12 BBQ on the St. James patio.

We rank with employers, tank with students: KPI

George Brown College scores still lowest in the system but what does it mean?

by Allan Stokell

Grads love us, employers love us, undergraduates hate us.

The latest Key Performance Indicators (KPI) have just been released to the public. George Brown College Graduate Satisfaction ratings increased by 14% to 80%. Our Employer Satisfaction score improved 15% to 92%. Even our Graduate Employment rate remained unchanged at a College system wide average of 89%.

The bad news is that Student Satisfaction remains the lowest in the

college system at 55%, down one percentage point from last year's KPIs.

This year the sample size, the number of students filling out the survey, increased from 3,461 in 1999, to 4,852 this year, a 40% increase.

In a memorandum to the George Brown community, College President Frank Sorochinsky stated: "There is no question that a student's experience at George Brown, as was stated last year, is influenced by our shortcomings in faculty and services. They have not undergone any dramatic change in one year

and our score reflects that fact. They bring into focus the importance of our success in securing \$32 million in SuperBuild funding for high quality, modern, more serviceable facilities."

KPIs are important to George Brown College for three reasons: They give feedback on how well or poorly we are doing, they are widely distributed and are used as prospectus by potential incoming students, and most importantly, this year they are being used by the provincial Tories to determine 2% of our funding. Next year it will be 4% and then 6%.

A staff member who did not wish to give her name was angry with the formula. "It strikes me that if a college is having trouble, the provincial government should offer additional assistance rather than take the punitive measure of cutting funding. By our students speaking out, we are cutting our own throats."

Sorochinsky goes on to state in his memo: "The result of all four KPI scores are clearly important.

Some may argue that they are equally so. But consider this. Graduate employment is significantly influenced by the condi-

tions of the labour market locally. Alumni scores are provided by graduates who, in the main, have succeeded. Employers' ratings may be more reflective of their employees' performance. While the opinions of both groups are very important, it is the ratings which represent the opinions of the ten thousand students who are hear right now that should concern us most. It is that experience that we have the most opportunity to change."

Full results of the KPI survey are available at the Learning Resource Centre on each campus.

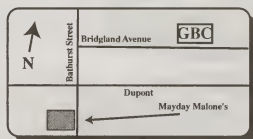
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Mayday Malone's

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Convocation will be held on Friday, June 16th, and Saturday,
June 17th, 2000, in the Bassett Theatre at the Metro
Convention Centre, 255 Front Street West. The Convocation
schedule is as follows:

Friday June 16, 2000	11:00 am	Faculty of Health Sciences
	3:00 pm	Community Services (ECE, ECA, Child & Youth, College Voc. Deaf-Blind Inter., Sign Language Inter., Pre-Interpreter, Activation Coord.)
	7:00 pm	Community Services: (Comm. Worker Human Services, Assaulted Women, Career & Work, Personal Support)

Saturday June 17, 2000	11:00 am	Hospitality & Tourism Centre, Faculty of Technology
	3:00 pm	Faculty of Business
	7:00 pm	Faculty of Creative Arts

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work for your potential
employer wear to work. When
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for a job where you know
you're going to get dirty. If
they want you to do some
work at your interview you
won't be too afraid to get right
in there and show them what
you can do.

NEXT ISSUE: SUMMER (MAY/OUT)

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disability.

diatribe

See how the other half lives — and stop your whining

by Kari Macknight

For my final editorial I figured I might as well continue down the road (well-travelled as it is) of crabbing about the things people do that drive me crazy.

This final installment concerns the tendency many have to wax poetic on the "dire" state of their lives. Perhaps the use of this space for rants is a bit self-serving, but if you like you can write in. I won't be here to receive your letter, but you can write in nonetheless.

☆☆☆☆☆

In law there exists the concept of the "reasonable person." This individual is the marker by which the appropriateness of all actions is measured. It is becoming increasingly difficult to find a real person who can be classified as reasonable. Let me expand upon what I mean by this.

I've already used this space to rebuke people who make a virtual career of complaining (if only to their friends and those unfortunate enough to be within earshot), and I've censured the smugness by which Canadians make their way across the world.

What I have to say now is regarding the wonder with which I behold the narrowmindedness and laziness of people living in what is arguably the most cosmopolitan nation on the planet.

Take, for example, how pampered we have become as a society. We complain about every-

thing yet only a minority of Canadians want for anything, save perhaps a new skidoo. There are very poor people in this country, yes, but even the most active of anti-poverty activists will agree that we are by no means the world's poorest nation (if they disagree they've clearly never been to the former Soviet Union or to Africa, or even to the Southern United States).

your latte was made with 2% milk instead of non-fat like you asked for. Could the kids at Starbucks be anymore disinterested in you? Pull!-ease.

Most of us have always had life pretty easy. It's written all over our faces. The very fact that we obsess about saving for a retirement that is at least thirty years away (for students at least) is testament to what I'm getting at.

I'm certainly not suggesting that only a stunt of this calibre can admit you into the realm of unselfish human beings. I would suggest, however, that a certain amount of suffering is required. Life is far too easy these days.

Character is very definitely lacking in most people and I'm convinced our lifestyle is the reason. From the moment children are born they are subjected vary-

some perspective can be added to their outlook. Another requirement would be to spend a few months working in the service industry. The last pre-requisite for adulthood would consist of the Herculean task of learning to properly speak the official language of your choice (barring, of course, any learning disabilities or other barriers).

This small series of simple tests would add just the dimension many Canadians (and Americans, I'm sure) need.

Think of the things we blow out of proportion that could be eliminated:

- road rage
- prima donna behaviour
- cell phones in theatres and other public places (nobody cares which stocks you're buying today)
- anger projection
- impatience while waiting in line (especially when the place is busy and people are working as hard as they can)
- intolerance of people who are new at their job
- ...and the list goes on.

One could argue that none of these things really contribute to the degradation of life, but they would be wrong. If you've ever been on the receiving end of someone who put their need to behave like an ass ahead of your right to be treated with respect then you can relate. If you can't you need to get out more.



Maybe we're become so complacent about our status as one of the world's best places to live that we've forgotten what makes the rest of the world so appealing.

A very wise person once told me that it was hardship that built character. We're not talking about your parents walking uphill (five miles, both ways) to school every day, and we're certainly not talking about the fact that

This very wise person also said that everyone needed a defining moment, a point at which you could justify your existence (by making life better for another person). This particular person had this "moment" at twenty years old when, to prevent her father from being arrested by the Communist Army, she hit one of the soldiers over the head with a chair, knocking him unconscious.

ing degrees of assault on their creativity and coping skills. We can misdiagnose them and pamper them into juvenile delinquents and sociopaths (we've already proven generation after generation how we are capable of destroying our kids).

We should probably start with the adults in our midst. Each person should be required to visit a poorer part of the world so that

The View From Here — Keeping your job

by Allan Stokell

Usually around this time of year I'm asked to give all sorts of advice on a great variety of topics. It seems that some here at the College think I'm either a know-it-all or a sage. I'm actually neither.

By the sheer weight of my age I have made a lot more mistakes than most people and since I only like to make a mistake once, I can often recognize pitfalls others fail to see. What follows is a kind of instruction manual for your upcoming business career. For the most part, it's pragmatic advice that you probably won't get from other sources. I think I'll just write this down once and hand it out each time I'm asked.

1. Always take the first streetcar. I know this hardly sounds like sage advice, but even if the car is crowded, don't wait for the next car. I know you can see it a block away. When it gets to you it will be short turning and now you will be three streetcars behind where you started out.

2. Live close to work. Get a map and mark your house on it. Draw a 10 or 20 kilometre circle around it. Look for work in that area. If you don't like that, mark your place of work on the map and find a house within a 10 to 20 kilometre radius.

3. Don't get involved with people who show you their handgins. They may seem exciting. You may seem dead.

4. Always be polite. The security guard may seem to you to not warrant your respect but they are the ones with the keys. One of my most valued employees always RSVPs, never loses his temper and doesn't get involved in trash talk about others. He will always have a job.

5. In a job interview when asked "What would you expect your starting salary to be?" Don't blink, don't pause. Just answer "About ten percent more than your previous employee."

6. Never burn bridges. Retreating armies would torch wooden bridges over rivers in the hopes of slowing the advancing army. Truth is when that army is advancing once again, it is painful-

ly slow since they have burned all their bridges. Sometimes a job just doesn't work out. Hold your head up high, resign with grace and when asked why you left,

avoid trashing your previous employer. Instead say something like: "When I was hired by ABC Company I was told my position would lead to an e-commerce job within six weeks. In the period of time I was there, I observed that it often took years or decades before employees saw significant career advancement. I learned much in the time I spent at ABC, but I did not see a future career there." Your new employer will respect you and three years down the road you may have business dealings with ABC.

7. Avoid getting involved romantically with fellow employees. She or he is smart, attractive and savvy. After you do the horizontal mamba and the affair is over, you won't be

able to work together. One of you will have to quit.

8. Getting paid a lot of money is nice, but some things are more important. If you've been offered a great job but the salary is lacking, consider this: Add an imaginary \$5,000 to your salary if you don't need a car to get to work. Add \$2,000 if you can bike or walk to work. Add \$3,000 if there is child care or they allow you to bring your child on PA days. Add \$1,000 if they give you lieu time off or they don't expect free overtime.

9. You should be able to walk to your friends house or your favourite pub. Too much reliance on the automobile will keep you in the poor house and shorten your life. Keep in mind that commuters spend as much as a day a week in their cars. Avoid long travels and spend that extra time with your friends.

10. Don't shoot anything in your veins for recreation. I have lost friends from these excesses and the needle will only take you on a long dirty trail to an early death. Don't do it.

11. Save the elevators for people who really need them. If you young and able you can run up and down stairs, get some exercise and feel good about yourself.



Speaking Out: The Second Student Forum for Building Our Future

by Michael Cooke and Kimm Culklin

How can we make GBC the best college in the system? On March 28 GBC student had another opportunity to make suggestions for changes and improvements at George Brown College. About 40 students attended a two-and-a-half-hour meeting, co-hosted by Student Association President Margaret Cameron and the Change Project's Implementation Committee Chair Susan Heximer.

Participants in the forum saw how diverse our college is — different programs, campuses, languages, races, experiences and more. At one point, forum participants challenged each other about their attitudes toward diversity at the college. Everyone felt the tensions and we all came away with a greater appreciation of the differences that both enrich and challenge us.

The forum also showed how much students have in common. Among the common experiences identified, we heard about:

- Poor communications
- Desire for better services from College staff
- High quality of faculty
- Lack of information about scholarships and similar forms of financial aid
- Poor perception of part-time faculty — not as well informed or involved as their full-time colleagues

- Interest in greater flexibility of program delivery (eg, summer semester, fast-tracking)

Michael Cooke, Vice-President of Academic Excellence and Learning Innovation welcomed the students and thanked everyone for attending at this busy time of year. He presented a brief overview of the Action Plan developed in response to student feedback. Key areas include:

- More support for student success
- Increased quality of delivery
- Improved enrollment process (including timetables and marks)
- Classroom renewal
- Program renewal for academic excellence
- Service excellence
- Improved communications and

- Human resources/ staffing/ leadership excellence.

Students were invited to comment and to ask questions. They took this invitation seriously. Michael Cooke responded with specific actions planned by the College to address students' concerns. Issues included:

1. Improving the diversity of staff and senior management
Response: Diversity will be a factor in new hires, along with:
 - Current knowledge of program area
 - Demonstrated teaching skill
 - Demonstrated understanding of issues of diversity
 - Strong ability to work on team
2. Improving the knowledge and/or quality of support staff
Response:

Use Human Resource plan to identify staff strengths and deficiencies by May 1st; use training and other approaches to eliminate deficiencies over the next two to three years

3. Practicality of No Food/Drink Policy;

Response:
Intent of policy: to address the cleanliness of facilities; difficulties apparent in compliance due to long class hours, dietary requirements, health issues

- Change of Implementation date: originally May, 2000, moved to September, 2000, to determine workable policy supported by both students and staff

3. Student representation on Change Project

Response: develop program area student groups; encourage participation by students in other forums

Overall, the discussion was spirited, and the skill of session facilitator Susan Heximer came into play as she urged students to keep a tone of respect for all.

Participants created a "wish list" of action areas they deemed to be most important to the success of the College and that should be enacted by 2004. Some entries on the wish list:

- improve the registration process
- develop an advisement process
- improve communication
- communicate the importance of room cleanliness

- have more full-time teachers demonstrate their commitment to student success

- offer scholarships & awards for academic excellence during program and at graduation

- support for student initiatives to improve the College

Finally, the forum talked about what staff and students could do to make sure that real change happens at GBC. Here's what they said:

1. On academic excellence:
 - Students: taking initiative to find out more about programs

- Faculty: being available, knowledgeable, informative and supporting student success

- Support staff, faculty & administration: be available for students to approach and be better informed

2. On systems:

- Administration: more updated books in library; more space, photocopiers in library; more accessible staff

- Support staff: be more approachable, smile, provide customer service, know where to direct students if they don't have the answers themselves

- better accessibility, including push-activated doors; larger, accessible elevators; voice-activated computers, TDD phones

3. On faculty/ student relationships:

- Student Association: communicate with faculty re: SRCs, events, current issues; develop connection with faculty union

- Faculty: written and verbal communication — listen and address both academic and classroom environment issues raised by students

- Students: speak up to address problems ("Teachers can't read minds").

Participants agreed that the forum provided a welcomed opportunity to talk about important issues and to understand more about how we can change. Students appreciated the chance to speak frankly, and there was a new awareness of the diversity of the College population. Many spoke of their eagerness to get involved in the Change Project on an ongoing basis. As one student commented, "We need different students coming more often to these kinds of sessions."

New for 2000: Paper Shoes

by Edwin Huang

The cycle of poverty continues for millions of workers employed within the world's garment and apparel industry.

With the continued competition between companies in the global economy, there exists a quick race to the bottom. As fewer and fewer of these companies own their own factories and are sourcing out the manufacturing of their products, an increase in competition arises.

Manufacturers around the globe and locally bid and outbid each other to win contracts from large companies such as the Gap, Nike, and Tommy Hilfiger — to make clothing and accessories at the lowest price possible.

At the expense of the race to the bottom comes worker's wages, working conditions and sometimes human rights. In the last few decades there has been a shift away from the actual manufacturing end of the production process and more focus on the marketing of the items we purchase.

Workers in some South East Asian countries such as the Philippines, continue to work in dangerous working conditions, for less than \$1 an hour and suffering physical and mental abuse from their bosses, large companies mark up their products sometimes over 400%!

Many of the large companies have fiscal reports showing profits in the billions yet they turn a blind eye to beatings and inappropriate actions by the manufacturers of their products. Companies are running out of money in their budgets for production as they focus on celebrity endorsement contracts and marketing expenses for their goods.

In some sweatshops, workers are reprimanded for their actions i.e. being late for work, by being forced to run around the building to the point of exhaustion. In some places workers are given a single "washroom pass" which entitles them to a single visit in a twelve-hour shift.

Many of the employees of the garment industry in South East Asia are women between the ages of 18-25 and they live in dorms located on site. Their

age is used as an excuse for employers as a justification for the low wages and poor conditions they endure.

Employers' lightheartedly comment that these workers are only working in these bad jobs for a short duration of time and therefore one must not be concerned too much regarding their state of affair. Could you or would you put up with the abuse many workers endure daily as a part of their economic survival?

During a seminar at St. James Campus as a part of George Brown College's Eighth Annual Labour Fair, Naomi Klein, author of the acclaimed book, *No Logo*, discussed the idea of brand meanings and the creation of "lifestyle" products. Klein refers to the idea of many companies such as The Gap, Nike, Martha Stewart, and Roots, who built a lifestyle connection or identification by their goods. For example, Roots, a company founded by two men from Detroit who had fond memories of summer camp in Canada, have built a Roots lodge where one can submerge on self completely in all that is Roots — everything at this lodge is Roots merchandise, and costs \$350/night. It seems that control over our own individuality and decision making in regards to lifestyle and personality identification is being taken away from us.

The marketing of lifestyle identification is over the top these days. Every action such as what one wears to work or school each day carries with it an increased political message, positive or negative. It is the up to the receiver and not the sender to interpret and pass judgment on the message sent. Ultimately the choice is personal to wear and support brands or become an anti-brand activist. Where do you stand? What are you wearing?

Many of the factual information was transcribed during a seminar by Naomi Klein on Thursday March 23 during the GBC Labour Fair.

Naomi Klein is an author of the book *No Logo*, a book on dirty secrets of big corporate brands, as well a journalist and media critic for the *Globe and Mail*.

To advertise in *dialog* during the summer or for the upcoming school year, contact Paolo Carreon at (416) 415-2710.

INTERVIEW TIP # 598

Be sure to ask the intelligent things that are on your mind during an interview. Most employers welcome questions about their business and are especially impressed by questions that are based on some knowledge of their work. Do some research prior to the interview.

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Torrid Love

Dear Torri,

I do not know how to say this or put it lightly, but I am very confused right now and I need some advice. Whenever my girlfriend and I make love in the doggie style position, while she comes a yellow/green discharge spurts out of her vaginal area. She claims that she has never had this before me and I am wondering if there is something wrong with my unit, and I did this to her. The liquid is not smelly but is really sticky and gross to touch. I always have to clean it off of my leg and sometimes the sheets. Maybe there is something wrong with her but she will not see a doctor about the problem and I was wondering if you could send me in the right direction to correcting this problem.

Thank you.
Puss Patrol

Puss Boy,

I have so many questions that I don't know where to start. Maybe I should make a list. Yeah, a list will help. Here goes.

1. She only blows the snotty puss when you're doing it doggie style? Could it be that you only notice it after a doggie schpacc because of the trajectory of the puss in relation to your body?

2. Does your girlfriend say that she feels any pain? If so, maybe doggie style isn't your thing (and weep not because it is actually one of the more boring positions out there. Check out some books at your local bookstore. If you can't afford to buy one, take some paper with you to make notes) or maybe you need to make a few minor adjustments to the particular canine "breed" you're partaking in.

3. Is your girlfriend feeling any sort of "itching sensation" either during sex or after, or hell, for that matter, at any time? Maybe she needs a good "spring cleaning" or antibiotic.

4. Have you asked your girlfriend to identify the puss? Most women are familiar with their various excretions and have an idea as to the source.

5. Why won't she go to the doctor? She's messing with her insides (and your laundry) which is not a good idea. We all need to take responsibility for our own bodies — our health should not be trifled with. Do you feel comfortable telling her that you won't do it doggie until she gets herself checked out? This might be the best solution. Also consider checking your penis for signs of any unwelcome bacteria. Stuff spreads down there you know.

Good luck. Remember: Dogs lick their own balls so don't let them lick your face. This bears no relation to your question except the word "dog" but it bears heading anyway.

Torri

Dear Torri,

I want to know something and I hope you have the answer. My boyfriend and I have sex a lot.

Foreplay is always in the mix and things are great in that area. However, when we reach climax, he never seems to ejaculate. And I mean never. When I asked him about it, he says that it might be from all the drugs he took in his past. He told me that even when he masturbates, he never ejaculates either. Is this normal? What should he do?

Dry Spice,

Dear Dry Spice,

What is it about needing to see our partner come in a totally tangible sense — e.g. shake like the stands at a tractor pull or blow like a whale coming up for air? Do we feel as though we haven't been good enough if a man doesn't blow his load? I'm not criticizing you for your concern Dry Spice, I'm just commiserating.

Does your partner say that he is feeling the sensation of the orgasm and just not spewing forth? Does this bother him? I can only imagine that he might be concerned if he isn't getting that ultimate fulfillment.

I don't possess to know why he wouldn't have any spunk. It could be any number of things and that's up to a doctor to figure out. The drugs may be an issue or it could be that a valve doesn't work or that there's a broken pipe in there somewhere. Again, I don't know.

It seems to me that this as good a reason as any to haul his ass — or penis for that matter — to the doc.

Good luck.

Torri

Hey Torrid,

I have never written in to an advice column before but I need some advice. I'm in my second year of my program and what I thought was a first year crush on my teacher has developed into serious lust! I haven't told him...I'm too embarrassed. I get along great with him and he seems to really like me. Do you think I should tell him and see where it

goes? I don't know what to do!

Signed,
Lustful Thoughts

Dear Lustful,

Are you telling me that there's a total hottie teacher here and I haven't noticed him? What program are you in? Where do faculty hang out anyway?

Are you graduating next month or do you have another year here? Translation 1: if you ask him out will you have to see him all next year or will you be elsewhere? Translation 2: if you start dating, will he still be your teacher or will you be elsewhere? Do you want to date him or just schpacc him?

Most teachers have an ethical thing about dating their students and for good reason. They are in positions of authority, blah, blah, blah. He may say no solely because of this. That doesn't mean you shouldn't ask him out. Risk is good. I've said it before. You can spend your entire life waiting for what you want to come to you-and die waiting. Your head will not explode if you take a chance and it doesn't work out. This is, however, where I would caution you to ask yourself the questions listed above (not the self serving ones I asked-but feel free to send the answers to my email). Added to that list, I would also ask myself if his behaviour toward me is teacher friendly or I want you friendly.

Please let me know how it works out-I am so thrilled to hear from people who actually get action.

Torri

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Carrot and Stick

Call it what you want, this is the *dialog* year-end salute (military or middle finger) to the folks who've inspired and incensed us over the past eight months

by Kari Macknight Spot Illustrations by Mariana Matova

...to the Rhodes scholar who designed the elevator area on the bottom floor of St. James with stairs in front of it. Enough said.

...to *The New York Times* Reprint Services Department for wanting USD\$300 for the privilege of reprinting an article in our non-profit student newspaper. The article was "Come Back, Company Man" from the *New York Times Magazine*. Shame on you.

...to the GBC Student Association for their continuous support of the paper. Thanks for your articles, your ads and your feedback.

...to Professor Jones and ProfessorJones.com. Student publications are the lifeblood of student journalism education in this country. Your marketing tactics are not only reprehensible, but you have severely misjudged the intelligence of the student population in this country. Oh yeah, and your website stinks (talk about stuff I don't need — no kidding). Ditto this stick for a couple of Canada's largest daily newspapers. You know who you are,

...to the students of Ontario for demonstrating on the streets of Toronto and in front of Queen's Park even though it was -30°C.

...to our friend and colleague Bonnie Fung. Sister, we miss you. You helped us laugh under stress and you taught us what it meant to work hard even when you didn't feel well enough to come to work.

...to the cafeteria at St. James. A girl shouldn't have to eat outside the college everyday because the cafeteria is either closed or out of good food by 3 p.m. Good thing the St. Lawrence Market is close or I might have forgotten what fresh vegetables look like.

...to the Computer Access Centre. Why is it that the same computers have been inaccessible since the beginning of the school year?

...to all the volunteers and part-time staff members who've helped the paper come into its own, especially Paolo, Andrew, Mariana and Allan. I'm so proud to have been associated with all of you this year. This carrot is extended to the upcoming year's masthead as well. Good luck and best wishes.

...to the Ontario provincial government. This may be a given for those of you with a permanent hate-on for the Tories, but for me it has taken becoming a full-time student again to understand the havoc this government is wreaking on post-secondary education.

...to the individuals responsible for the co-ordination and distribution of student timetables in the college. An informal poll of my classmates returned the unacceptable result that not one of us had a proper timetable, not to mention a GNED class that wasn't scheduled until nearly a month after classes began. Get your act together, people.

...to Domenica, the nice lady who works in the office of Business and Creative Arts. She helped me figure out my schedule (as well as the schedule of many of my classmates) and helped us get our well-deserved exemptions. Kudos.

...to the staff at Get Back Jack's at St. James. It's nice to see that good customer service doesn't have to be legislated for staff to provide it. Thanks for feeding my Combos addiction.

...to the Grenville's crew. So cheerful all the time and so darn helpful. I barely know how to use a photocopier (still) but I've always been able to count on you.

...to Jerry Grymek, our ex-Ad Manager. You provided a great initiation into the inner workings of *dialog* and taught me more about the ad game that I ever thought I wanted to know. I was afraid to miss an ad and happy when you went to school somewhere else (kidding). A carrot AND a stick, baby.

Seven days with no TV and loving it

by Amy Woolvett

Source: The Manitoban (U of Manitoba) WINNIPEG (CUP) — Consumers around the world will be shutting off their television sets between April 22 and 28, says Allan MacDonald, communications director for Vancouver's Adbusters magazine.

This year marks Adbusters' sixth TV Turnoff Week, the goal of which is to "act collectively to depress the TV ratings nationwide," according to MacDonald.

But TV Turnoff campaign materials distributed by the magazine also indicate a broader goal — the publication wants to draw attention to the increasingly concentrated private ownership of the media.

In the United States, television is dominated by seven large corporations, while internationally that figure drops down to three.

"There's a shrinking number of mega-corporations and multi-nationals that seem to control the airwaves," said MacDonald. "We certainly don't think that's healthy for the dissemination of information."

In addition to its annual television boycott, Adbusters continues to attempt to air their "uncommercials" — anti-corporate messages designed to get

consumers thinking about the products and services marketed on television airwaves.

Despite Adbusters' persistence, the only major American network that has agreed to air the uncommercials is CNN.

The "Big Three" American networks — CBS, NBC, ABC — have repeatedly turned Adbusters away on the grounds the uncommercials are too controversial.

"Adbusters would never get on. I mean, it was never even a question," said Patti Matson, senior vice-president of corporate communications with ABC.

Matson added it was not in the interest of other corporate sponsors to air Adbusters' uncommercials.

"It's like putting an ad up in McDonald's and saying 'don't eat a hamburger,'" she said. "Obviously this isn't something that we would accept."

Representatives from Adbusters say this year's TV Turnoff Week goes beyond questions of lifestyle choices, and instead focuses on the larger issue of "freedom of expression on the airwaves."

"As media concentration has increased, diversity of opinion has decreased," the magazine's website states. "In fact, it would appear that freedom of opinion and expression do not exist on the airwaves."

Want your story published in *dialog*? There is a process. This is a newspaper, not the mouthpiece for any particular special interest group, no matter how high on the college food chain you are. Got it? Good. Now read these instructions.

by Dwayne Parnetti

There was a time when there was not much interest at George Brown College about what was published in *dialog*.

Times have certainly changed.

Now, not only is there a waiting list to get stories published, some groups believe their information should have priority over others waiting to get their information published.

It is the aim of the Dialog Collective to make the process fair and equitable for everyone. The Collective is a group of full and part-time students who publish *dialog*. We are solely responsible for its content and we invite everyone in the college community to be part of the process. Most of the positions at the Dialog Collective are volunteer and placement positions and we invite everyone to become involved.

In an effort to make it fair for everyone with something to say, we at the Collective would like to explain how to get something published.

If you have an opinion or a reaction to a story already published in *dialog*, a signed letter to the editor is most appropriate. The easiest and fastest way is via e-mail.

Issue editor e-mail addresses are listed in a box at the bottom of the masthead on page two of every issue, as is the deadline (which is quite firm).

If you have something you believe should appear in print, you can choose one of two steps. You can contact the issue editor to suggest a story idea. If the piece is already written, it is a simple matter of forwarding it via e-mail. At that time you can also enclose illustrations such as photographs etc.

If the story has to be written, you may find it necessary to attend a meeting of the Dialog Collective to sell your story idea to the Editorial Board. This will assure that an issue editor will assign a writer to research and investigate the story and produce a piece.

Occasionally, members of our College community find fault with either our process, or one of the stories produced by members of the Collective. We encourage these people to redress this by either writing a signed letter to the Editor, or meeting with the Editorial Board.

We regret that telephone calls and unsigned missives to members of the Collective rarely result in stories.

The Graphic Design Open House Show and all that jazz

Photos and story by Andrew Carlton

Third-year Graphic Design students displayed their best work for judging by instructors and professionals in the graphic design and advertising industry on Wednesday, April 5 at the Open House celebration. The exhibit ran from April 3-13 on the second floor at St. James and featured live jazz music by the Artemis jazz trio.

The band set up in one of the class rooms to create the "E Street Cafe" after desks were cleared to make room for tables with flowers providing plenty of seating, a buffet with finger food, and a full serve pop bar. The event ran from 6-9 p.m. and packed the halls with students, friends, family, faculty, and industry professionals.

Awards from the Open House were presented on April 13 at The Church at 315 Queen St. E and included a dinner and dance party with music by the New Deal. Faculty choice awards were Show Promotion Design, TOP 10 Design Portfolios, TOP 10



Some of the Graphic Design displays on the second floor of St. James.

Advertising Portfolios, and BEST OF SHOW. Choice awards for Industry Professionals were Excellence in Design, Advertising, Illustration, Typography, Copy Writing, Packaging, Web Design, Digital Media, Most Progressive Portfolio, and Best Overall Portfolio. Awards were also presented for first- and second-year students for Merit in Design, Merit in Typography, and Merit in Drawing for first-year students, and Achievement in Design, Achievement in



GBC design students showcase their talents.

Advertising, and Achievement in Drawing for second-year students.

Award winning third-year student displays will be on exhibit at the Design Exchange (DX) at 234 Bay St. The DX is a unique design promotion centre with exhibits in graphic design, advertising, illustration, interior design, industrial design, environmental design, and architectural design. Award winning George Brown third-year student work will be on display from

April 17-22.

Special thanks to Noreen McGibney-1st year show Coordinator, Elve Foote-2nd year show Coordinator, Jerri Johnson-3rd year show Coordinator, Jennifer Stellings-Open House Coordinator, Michael Maynard-MC, Awards Presentation, Peter Wirun-Technical Production, Bill Southern-DX Show Coordinator, Gilles Morin-DX Show Creative Director, Also thanks to Francis Mak, Mark Webber & Owen Pearce with particular thanks to David Steele who headed the team and made all the events happen. Thanks to the students on the "Show Committee: Catherine Allen, Avi Goldberg, Amanda Lawrence, Katie McLellan, Robyn Colangelo, Andrew Mathews, the Artemis jazz trio, Janelle Bemister, Maria Camilleri, Kai An Chan, Shona Fizzell, Charles Girard, Buffy Jeffs, Corinne Jenner, Edvardo Jorge, Terri Lee, Alex Pollard, Parveen Rai, Kelly Savage, and to the many other students and anyone else who was involved in this terrific year end event.

Ottawa committed to ending homelessness: labour minister

by Chris Bodnar, Ottawa Bureau Chief

OTTAWA (CUP) — The federal government is committed to dealing with the problem of homelessness, says the cabinet minister who co-ordinated a national report on the issue.

After last fall's announcement of \$750-million in funding to combat homelessness, Ottawa is on its way to dealing with the problem on a broad, long-term basis, said Labour Minister Claudette Bradshaw in an exclusive interview with Canadian University Press.

Bradshaw, a social worker of 30 years prior to her political career, was appointed by Prime Minister Jean Chretien in March 1999, to co-ordinate a report to cabinet on the issue of homelessness and to make recommendations for future action.

The report came in response to recommendations from two committees on homelessness sponsored by the government as well as demands for action from Toronto politicians.

The most famous report came from Ann Golden, the chair of the Toronto United Way, who called for a long-term strategy to deal with homelessness.

After travelling across the country on a fact-finding survey last summer, Bradshaw presented a report to the federal cabinet in November calling for co-ordinated action between 19

federal departments and sustained funding to deal with homelessness.

"We wanted to give funding and build a process with everyone working together," said Bradshaw. "We've worked with the provinces, municipalities and mayors. How it's all going to end up, we don't know. But imagine if all Canadians came together on this one."

Bradshaw says the \$750-million, announced in November and secured in the February budget, will be used in a three year plan to begin solving some of the root issues surrounding homelessness.

To do this, Bradshaw said she looked at how people got into poverty situations. This includes more funding to stop child and sexual abuse, and fetal alcohol syndrome, a problem she calls "the lost child of the century."

"We have to look at how did these people get there," she said. "We need to do more work on child and sexual abuse so we don't have damaged people for the rest of their lives."

In fact, only weeks before Bradshaw announced the funding, homelessness and child poverty captured national attention.

First, protesters calling for added attention to homelessness and poverty were pepper-sprayed by RCMP after a rowdy demonstration on Parliament Hill.

Then, Campaign 2000, a national

child poverty monitoring group, lambasted the government for its lack of attention to child poverty issues. They showed increases in child poverty rates in every province in Canada except for one.

Bradshaw ended up answering to the opposition in the House of Commons almost every day for a two-week period.

Opposition members were upset that Bradshaw's report was confidential and only distributed to cabinet members. Many said they doubted Bradshaw would have enough support from colleagues to get action.

But Bradshaw disagreed.

"When you're in cabinet, you're part of a team and you take issues on when they approach," she said. "You get the support of cabinet and the support of caucus, and when you take this on, and with my background, it becomes very emotional." Along with her experience in social and community work, the minister said her

labour portfolio fits the homelessness issue well. "We have a very hard time finding construction workers and tradesmen," she said.

"How will we find people for these jobs if we don't help them now?"

She added that understanding the issues facing labourers helps her to see what issues face many people living in near-poverty conditions.

"This is an economic issue, not a social issue. There are the working poor who can't buy a house and can't get ahead," said Bradshaw. "They're not at home, they're working. But there are issues at play to get taken care of and to help them."

Despite political criticism, Bradshaw remains optimistic her plan will have an effect on home-

lessness and that the proper commitment is present to address the issue.

"Imagine if we can do it with this one, which is to me probably the most crucial situation. Nobody argues that child poverty is up, homelessness is up. We just can't continue putting the kind of money we're putting into social programs."

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INTERVIEW TIP #971

Even though you are nervous, make a conscious effort to smile during your interview. It will give the interviewer the impression that you actually want the job.

INTERVIEW TIP #694

Know what is going on in your industry so that you can speak intelligently about the latest innovations. Read trade magazines and surf the web regularly.

INTERVIEW TIP #16

Arrive early. This lets your potential employer know before he or she even meets you that you are reliable. Like Allan says, always take the first streetcar.

INTERVIEW TIP #30

Give examples of things that you have done that are relevant to the position that you are applying for. Be specific and don't be afraid to toot your own horn.

Students invited to attend national marketing trade show

The following is from a press release received by *dialog*.

TORONTO — Post-secondary students can learn first-hand how to succeed in the dynamic field of information-based marketing during an exclusive Student Educational Forum on Tuesday, April 25. The Forum is being held in conjunction with the Canadian Marketing Association's (CMA) 2000 National Convention and Trade Show at the Metro Toronto Convention

Centre.

This annual event part of the CMA's commitment to help develop student interest in a career in this fast-paced industry. The Forum is open to all college and university marketing students and educators. The session will feature industry leaders who will help students prepare for a career in marketing, discuss the skills and aptitudes needed for success, and explore trends and possibilities in such fields as

Internet marketing, integrated marketing, direct response and more.

Student delegates will have the opportunity to:

- Attend presentations by marketing experts, such as Mike Sharma, *OgilvyInteractive*, who will discuss the impact of the Internet on the marketing world; Michael Griffiths, *impire* (formerly WCI), who will explore the creative side of marketing; and Debbie Ellis, *Wings To Fly*,

who will focus on the power of networking.

- Network with industry professionals to learn more about their career paths

CMA's National Convention and Trade Show will be held April 25-27 at the Metro Toronto Convention Centre, featuring some of the world's leading thinkers in marketing today. This year's theme, "Technology and Relationships: Bridging the Gap," focuses on current topics

in integrated marketing; the Internet and e-business; branding; loyalty and relationship marketing; direct response and more.

Admission to the forum is free to post-secondary students and instructors. Pre-registration is required due to space limitations, however. To register, contact Anne Zurakowsky at (416) 391-2362, ext. 236 or at: azurakowsky@the-cma.org.

Concordia students want Zoom Media out

by Josh Cuppage

Source: The Link (Concordia University)

MONTREAL (CUP) — Concordia University students have voted in favour of asking a national advertising agency to give up most of its washroom ads on campus to the school's student union.

Last week, the Concordia Student Union (CSU) asked students if they wanted Zoom Media — which advertises at more than 70 colleges and universities across Canada — to hand over 85 per cent of the 280 bathroom panels it rents to advertisers on campus.

Sixty-one per cent of students voted yes to the question.

Following the vote, Michael Di Grappa, Concordia's vice-rector (services), hinted changes could be in the works.

"I'd like to sit down with the Dean of Students [Donald Boisvert] and [re-elected CSU President Rob] Green," said Di Grappa. "I certainly have some suggestions."

When that meeting takes place, says Tom Keefe, CSU vice-president (communications), the student union will be in a favourable bargaining position. "I think that 61 per cent of students is a clear majority, when the question involved such drastic demands," Keefe said.

The contract between Zoom Media and the university currently gives the administration 10 per cent of the panels to distribute to departments or student groups.

Di Grappa refused to speculate on where the issue would go next, saying he first needed to talk to other parties in the administration, at Zoom and in the CSU.

Keefe, however, believes the union, following a meeting with the other parties involved, would take the issue to either a general assembly or a referendum in order to decide on the next step.

The money from the Zoom ads goes to emer-

gency loans and the University's recycling program. Concordia collects between \$20,000 and \$26,000 each year from Zoom.

The referendum question authorized the Union to take action "by any means necessary," should the administration ignore their demands.

Recently, several Zoom panels were opened and Zoom ads were replaced with other signs. Some signs instruct students how to open the panels, while others are mock notices from Zoom Media pledging to remove the ads panels. Still others bare slogans like "Zoom Media out of Concordia!"

Keefe denies the CSU's were involved in the removal of any Zoom ads. He said the student union "exists for political pressure, not to break laws."

Keefe added that what's been done at Concordia has been relatively tame compared to some of the things that have happened at other schools, surrounding Zoom Media ad space in washrooms.

"At St. Laurent CEGEP, crowbars have been used to break in," he said. "And at [Université du Québec à Montréal] we're talking about walls having been destroyed."

But Zoom Media public relations officer Claude Breault maintains that despite the referendum results, only a small minority of students are against the company.

"I don't know what the percentage of people who voted was, but I know that our survey [look in] everyone, not just the people who vote," he said.

Breault said that according to the company's survey, only three to eight per cent of students are opposed to Zoom.

Breault was also firm about who his company will deal with in future at the University.

"We have a contract with the administration and we are only dealing with them," he said.

(Additional reporting by Yves Martineau)

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Athabasca University
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by Angus Ferguson

Let me first say that our usual horoscope lady, Jodi, is très busy with her new responsibilities as VP Education so I am stepping in. I also want to preface this stargazing by letting you all know that I'm a Scotsman and my judgment is therefore clouded by my dislike for most things. When Kari asked me to fill in I was reluctant at first but decided that if a red-haired girl of Irish descent can write the horoscopes I certainly can too.

☆☆☆☆

Aries

(March 21–April 20)

The Ram...how bloody suggestive. You know, I once made a sheep really angry when I tried to carry him across campus back home. It was all part of an incredibly misguided class prank that was inspired by a few pints and a bad sense of direction. Needless to say, sheep bite. Hard.

You Aries folk are in for some hard work and even harder play this summer. You've yet to line up that great summer job you've been wishing for since Robbie Burns Day but, have no fear, Angus sees a light at the end of the tunnel.

Try surfing the Internet job sites for some leads. Apply to the jobs in your field you aren't even qualified for just in case. Look at me, I have absolutely no training in astrology and I'm writing horoscopes. Dreams do come true...it can happen to you.

Taurus

(April 21–May 20)

Like the bull you are you've been scraping your hoof in all the wrong places and are desperately behind in your assignments. If you don't want to repeat several of your classes in summer school you'll heed my advice and get down to work. Otherwise you'll feel like you're in the streets of Pamplona, just not as one of the bulls.

This summer looks like it will change the course of your life. That someone you've been eyeing has reported you to the police and there is now a restraining order against you...kidding. This individual is finally looking your way. Don't blow it, City Jim.

Gemini

(May 22–June 21)

Are the Bay City Rollers in town? I wonder, then, why you've got your knickers in a knot. Things can't be that bad. If you want to know what I think, try taking a vacation somewhere cold this summer. Perhaps Alaska or the Antarctic. You're really pissed off and need some space to regroup...a lot of space. Before

you go try to refrain from projecting your anger so that you're missed while you're away. If you can't get the time off work, just quit. Nobody will even notice and, besides, you're not cut out for it.

Cancer

(June 22–July 22)

I can tell by your face that you've been trying to figure out what haggis is made of and why anyone would want to eat it. Either that or you've been picturing Margaret Thatcher naked again. To get those revolting pictures out of your mind, might I suggest a lovely stroll along the boardwalk with the one you love. Single? I hear the Beach is a great place to pick up cute single people. Warning: Kari told me that and she might be lying.

Leo

(July 23–August 23)

I wish a were a Leo. It seems that my charts are telling me this is the sign to be this summer. Around the time of your

Libra

(September 23–October 23)

Try to stay out of the sun until you're sure you're properly protected. There's nothing worse than a sunburn on an already angry Scotsman. If you're not Scottish then go ahead and get a sunburn...you deserve it. I'm kidding, of course. I do recommend all Libran women be very careful with the body-baring fashions this summer season. Everyone is attracted to the charm of the Libran woman...isn't that right, Kari?

Scorpio

(October 24–November 22)

You nasty bugger. You've been going around with that stinger of yours trying to make everyone else feel bad. You may think this is the way to make yourself feel like the big man, but this will only result in you spending a lot more time on your own. People don't like hanging around with someone who always puts them down. If

Strangers are intrigued by your foreign way and may be looking to show you more than just the sights.

Capricorn

(December 22–January 19)

If you took the horoscope advice given to you in the Holiday issue of *dialog*, then you should be wading in birthday gifts right about now. Good idea to postpone your birthday until a less celebration dense time of year, wasn't it? I can't take credit for the great advice but I can tell you it worked for me. My friends bought the show, hook, line and sinker. You wouldn't, by any chance, have use for a \$20 Victoria's Secret gift certificate, would you? Someone gave me that but they don't sell men's underwear and I'm pretty sure they nice panties they do sell would ride up on me.

This summer you'll need to stock up on essentials while you have the cash. You're going to miss every single sale that comes along by a day and if you're in dire need of a lot of things, you'll be sorry. Run to Shopper's and buy all the deodorant and shampoo you can carry.

Aquarius

(January 21–February 18)

My girlfriend is an Aquarius and I am finding it hard to write an unbiased horoscope for all of you. Maybe I'll stop trying.

You will find yourself hopelessly devoted to a dashing young Scotsman, even though your family makes fun of his accent and always inquires as to the whereabouts of his skirt. Tell them, I HAVE seen "So I Married An Axe Murderer" and it's called a kilt. This young man will sweep you off your feet, if you let him.

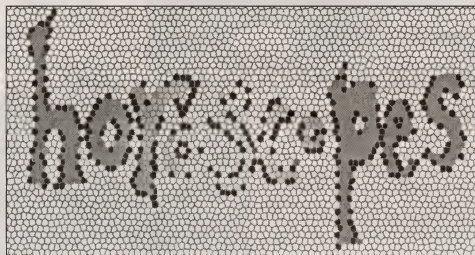
If you happen to not be my girlfriend, then all I can say is...perhaps this horoscope doesn't have much meaning for you. Sorry. Better luck next time.

Pisces

(February 19–March 20)

Like you can always expect, something is fishy with you, Pisces. It's going to hard for others to figure out what is bothering you. I wouldn't advise telling them, though, because they won't be able to help you anyway. Most people are too wrapped up in their own troubles to worry about anyone else.

If you want to know what I think, you've come to the right place. Try taking a long vacation or maybe even enroll in a work abroad program. I hear Scotland is nice this time of year.



birthday you are going to have someone offer you a sexual favour. Don't take it, tempted as you may be. Their intentions are most definitely not pure.

The only other thing I can tell you is to make sure you don't pass up an invitation to party this summer. Your weekends will be full but you won't be able to miss the action. The love of your love is standing by a punch bowl. Which one? I'm not sure. I guess you'll have to go to every soiree to find out.

Virgo

(August 24–September 22)

What is wrong with you, Virgo? With all of the opportunities that have been placed before you, how can you still be so antispy? It's not that you should jump at the first thing that is offered you, but if you don't choose something soon you'll be left in the dust. Get your act together. A love from your past could pose some problems for you and your present beau (or belle).

this comes as a big surprise to you then you're definitely a Scorpio.

On the bright side, my charts are indicating a lot of action over the course of the summer. It looks as though, as long as you don't say too much, you're going to have one heck of a summer.

Sagittarius

(November 23–December 21)

Why is everyone buttering you up these days? My Spidey sense is telling me that you should be careful of anyone whose motives are questionable and whose offers seem to good to be true. They probably are.

It looks as though your summer is going to involve some sort of hospital visit, although I can't say for what. To be on the safe side, don't take too many risks. This includes getting involved with a Scorpio or one of the other oversexed star signs. It could be trouble. You might also want to take precautions when travelling abroad.

job—*n.* 1 piece of work to be done; task. 2 position in, or piece of, paid employment. 3 *colloq.* difficult task (*had a job to find it*). 4 *slang* crime, *espe.* a robbery. 5 state of affairs etc. (*bad job*).—*v.* (-*bb-*) 1 do jobs; do piecework. 2 deal in stocks; buy and sell (stocks or goods). 3 deal corruptly with (a matter) Usage: on the job (*colloq.*) 1 at work. 2 engaged in sexual intercourse. out of a job unemployed [origin unknown].

The Sports Page

with Rod Brown

Athletes celebrate great year at Annual Athletics Awards Dinner

On the 6th of April, athletes, coaches and distinguished guests united to celebrate the Athletics of George Brown College at the Annual Athletics Award Dinner. The night honoring those athletes and coaches who have represented George Brown College across Ontario and Canada. The Awards Dinner also recognized those individuals who have sacrificed so much to make athletics possible at the college.

The evening events took place at our very own Sigfried's in the Hospitality building. The night began with a mouth-watering buffet that everyone who attended enjoyed. Val Pozzan acted as the Master of Ceremonies for the evening's proceedings. Traditionally, Alex Barbier, Athletic Director here at the college takes on this responsibility, but unfortunately, Alex fell ill and was not able to attend. His presence was missed as he contributes so much to the athletes and students of the college. Nevertheless, Val did a tremendous job, entertaining the crowd with his witty comments.

After the enjoyable dinner, the evening's ceremonies got under way with some opening remarks and thanks. Frank Sorochinsky, President of George Brown, opened with congratulations to everyone

Deak for their continued support and encouragement of student involvement in the Athletics program and through the Student Association. Finally, Susan Stylianos, Director of Student Affairs and a strong supporter of athletics, congratulated all of the athletes, coaches



Victor Peng

and staff for their participation, commitment and accomplishments.

Next up was the reason everyone came, the awards presentation. Most of the awards handed out were individual awards, but it is important to remember that these individuals could not have accomplished anything without their teammates and coaches. The following is a list of the honored individuals at this year's Athletics Awards Dinner.

VARSITY SPORTS MVPs

Soccer (men): Marco Marin

Soccer (women): Rachel Jackson

Indoor Soccer (men): Ryutaro Sugi

Indoor Soccer (women): Ann-Marie Scarlett

Badminton: Victor Peng

Volleyball (men): Krzysztof Kalinowski

Basketball (men): Andrew Richards

Basketball (women): Elaine Ticzon

Baseball: Dave Hatch

Cross Country: Greg Blackler

Alpine Skiing: John Camarda

OCAA/CCAA YEAR IN REVIEW 1999 - 2000

MEN'S OUTDOOR SOCCER

League All-Stars — Central

Region: James Curran, Mario Marin

WOMEN'S OUTDOOR SOCCER

Coach of the Year: Lucky Boothe

MEN'S BASKETBALL — EAST REGION

League All-Stars: Andrew Richards, Dion Horsford

WOMEN'S BASKETBALL

Athlete of the Week: Stephanie Brembridge

WOMEN'S BASKETBALL —

EAST REGION

League All-Stars: Stephanie Brembridge, Elaine Ticzon

CROSS COUNTRY

All Ontario Cross Country Team: Greg Blackner, Suzette Pleau

BADMINTON PROVINCIAL

CHAMPIONSHIPS

Men's Singles Gold

Medal: Victor Peng

Athlete of the Week: Victor Peng

CCAA

BADMINTON NATIONAL

CHAMPIONSHIPS

Men's Singles Silver

Medal: Victor Peng

OCAA ALL

MILLENNIUM TEAM

Men's Basketball: Val Pozzan

Women's Basketball: Leslie Dalcin

BASKETBALL TEAM

Stephanie Brembridge

OCAA ALL ACADEMIC AWARD

Athletic and Academic Excellence: Lan Nguy

OUTSTANDING SERVICE

IN ATHLETICS

Bob Struthers, Vice President

Bob Dungey, Professor in Community Services

Olamitanka Awosika, Student: Part Time Staff

Jane Dietrich, Registrar's Office Clerk

Jun (Julie) Song, Student: Part Time Staff

INTRAMURALS

Over-All Team Participation '99 - '00

St. James Business Marketing — Beer Barons

Campus Wide Competition '99 - '00:

St. James Ball Hockey: Beer Barons

Casa Loma Ball Hockey: Ranch Boys

Casa Loma Indoor Soccer: Sheky and Friends

ALUMNI BASKETBALL

'99 - '00

Champions: Labradors

STAFF VOLLEYBALL

Campus Wide Champions:

Educational Resources

Special recognition should be given to the Athletics of the Year; Elaine Ticzon and Victor Peng, two very talented, dedicated and hard working athletes. All of the athletes, coaches and athletics staff need to be thanked for their hard work and extra time throughout the year. This year has been very exciting and fun for everyone involved in the Athletic Program. As the '99/'00 draws to a close, we hope to even more students getting involved in athletics next year! Here is a great quote, one of Alex Barbier's

favorites: "Experience is a tough teacher for it gives you the test first and then the lesson after."

Andrew Richards



in attendance and a thanks to Alex Barbier and all of the Athletics Staff for their hard work and dedication. Michael Cooke, College Vice President of Academic Excellence & Innovation also voiced a heartfelt thank you to the Athletics staff. Margaret Cameron, Student Association President, extended congratulations to all of the athletes on their incredible strength and leadership. She also went on to thank Alex Barbier, Sheky Yew Woon and Susan



Dion Horsford

Marv Snowden

CCAA ALL CANADIAN WOMEN'S



Elaine Ticzon



I would first like to start off by thanking Torrid Love for filling in for me in the Oscar edition of the Dialog. I would like to report that I did quite well in my Oscar pool...losing by only three choices to a man who had a lot of time on his hands, apparently. I would also like to report that I did not fall under the spell of Lyle Wagner while I was away...but I did get to see the fabulous Broadway production of "Rent". If you are in the Big Apple, it is a must-see.

Now, on to movies. As we are under a tight timeline, I am reporting alone this week. He is currently sitting at a table trying to round up folks to work at the SA next year. Good luck He!!

High Fidelity

Starring: John Cusack, Jack Black, Joan Cusack, and Iben Hjejle.

She said: I did the ultimately wrong thing...I read the book first. If you are a hardcore reader, this is not the thing to do. You should first see the film, take whatever enjoyment you can from that, and then read the book. Reason being that the book will always be infinitely better. Well, not so of "High Fidelity". Although I am a bit biased, as I love John Cusack with a passion better left unuttered, the movie was great! While I still recommend

He and She dish on the latest flicks for the last time before their summer vacation

you read the book, written by Nick Hornby, I don't think you will be disappointed with the adaptation.

The movie is set in Chicago (London in the book) and revolves around Rob Gordon (John Cusack), a record store owner whose girlfriend gives him the old heave-ho. This in turn causes him to create his top five list of heartbreaking break ups...and then search out all the girls who dumped him! Bottom line: go see this movie! You will learn a bit about relationships and a lot about music.

Romeo Must Die

Starring: Delroy Lindo, Jet Li, a few other people.

She said: He saw this one, not me. Now, He said it was good but I somehow find that hard to believe. It is a take off on the old "Romeo and Juliet" story. Ho hum. Has this not already been done to death? (pardon the pun). Although Leo and Clare didn't do any high kicks and karate chops, I can't imagine this movie being better than that movie.

I would give you an outline of the story, but Will Shakespeare can do it better. My advice, read the book. If you want to see some high flyin' mayhem, see "Romeo Must Die."



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The Poverty Level in Canada

by John Tomcik

In the last thirty years, poverty level in Canada has increased significantly. In 1978, the poverty level for a single person, in an area with a population of more than 500,000 people was \$4,855. For a couple, the level was \$7,036, which is a difference of \$2,181. Let's examine some of the problems with these cut-offs in depth.

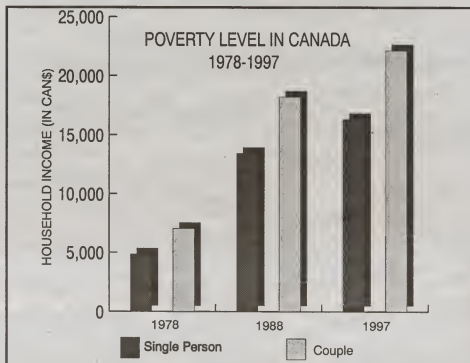
The average family spends about \$200 a month buying groceries. If this were the case for a single person in those days, that person would, in essence, be spending \$2,400 annually. That's half of the income the person lives on to begin with. That leaves the person with \$2,455. This is what tells us that this cut-off is clearly disastrous because after one year, 50% of the person's income will already have been spent.

For the typical couple, it's a little bit better. They are left with \$4,636. For them, it's only 33% of their income that is spent on groceries annually. Still, this is a sign that it was very hard to survive in those days. Spending a third to a half of your income on food alone, is not an easy thing to do.

Ten years later, in 1988, in areas with the

same population (500, 000 or more people), a single person would receive \$8559 more towards their income for a total of \$13,414. Now, the \$2,400 that is

than they did previously, which makes their total income \$18192. Therefore, they only spend 11% of their income on food each year.



spent annually on groceries is only 17% of the person's total income. That's a big difference. The couple gets \$11,156 more

What a difference ten years make! You get 2.5 times as much towards your income, and you spend less purchasing the

bare essentials. The result is the fact that you have more money left in your pocket at the end. Can you imagine what it would be like these days? Well, here's an example.

Just three years ago, in 1997, a single person would have had an income of \$16,320. Only 12.5% of his or her income would have gone towards a year's supply of food. For the couple, who would have received \$22,121, there would have been a mere 2% decrease in the amount of money spent on their yearly intake of food to 9%. That's not very much, but it's still something.

Basically, within the first ten years, both single people and couples had to spend about half of their income on food alone. Ten years later, they're getting more than twice the income they were getting before and saving money.

Nowadays, the income is still up, but not in such a big way. In the last ten years, it has only gone up about \$4,000. That means that you can save a little bit more money. If you were earning money twenty years ago, you would know that life back then was not as luxurious as it is now.